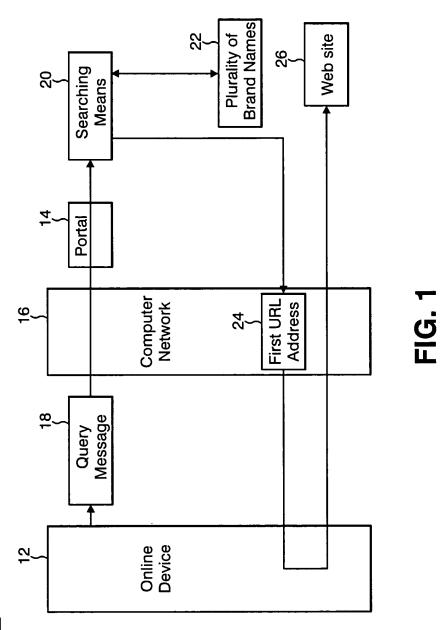


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<u>28</u> 30 Inputting a query message into an on-line device accessing a portal to a predetermined web site. 32 Searching only a plurality of brand names for a first match of the query message with a matching brand name. 34 Outputting a first URL address associated with the matching brand name. 36 Accessing an Internet-based web site using the first URL address associated with the matching brand name.

FIG. 2